

Sources of Capital

Investment Requirement

1,265,000.00

Marketing and Public Relations \$150,000

Material Production

Books: \$180,000

Jump Ropes: 100,000

Pajamas 100,000

Tee Shirts 200,000

Staff 225,000

Consulting Services 90,000

Office Exp 120,000

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\$1,065.00

**Profit and Loss Projections (3-Years)**

Revenues	Year 1	Year 2	Year 3
Books	1,500,000	1,750,000	2,000,000
Products:			
Jump Ropes	250,000	300,000	350,000
Other Products		250,000	300,000
Infant wear	140,000	180,000	210,000
Tee Shirts	400,000	480,000	600,000
Total Revenue	2,290,000	2,955,000	3,460,000
Product Expenses		850,000	895,000
Staff		250,000	300,000
Office Expense		144,000	168,000
Consulting Services	90,000	100,000	120,000
Marketing and Promotions	120,000	150,000	180,000
Other Expenses	20,000	24,000	30,000
Total Expenses	230,000	1,518,000	1,693,000
Net Profit Before Taxes	2,060,000	1,437,000	1,767,000
Taxes(10%)	206,000	143,700	169,300
Profit After Taxes	1,854,000	1,283,300	1,597,700

### CASH FLOW

Cash Flow

Cash Investment \$1,2000,000

Start Up Cost -1,065,000

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Cash Flow 135,000

Net Profit after taxes (Year One) 1,854.000

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Year One End Cash Flow 1,989,000

Year End Two Net Profit 1,283,300

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Year End Two Cash Flow 3,272,300

Year End Three Net Profit 1,597,700

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Year End Three Cash Flow \$4,870,000

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